

## ORDER



**Orders**  
**Order / Rev:** 199978  
**Alt Order #:** 06844057  
**Product Desc:** 8/22-8/28 MITT ROMNEY  
**Estimate:** 176  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 02494

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Romney For President (R)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	11	\$9,475.00	\$8,053.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$9,475.00	\$8,053.75	0.00
<b>Totals</b>	<b>11</b>	<b>\$9,475.00</b>	<b>\$8,053.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	6%	\$9,475.00
Market	100%	\$157,916.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	47%	\$74,220.83
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	25%	\$39,479.17
WTVZ	0%	\$0.00
WVEC	22%	\$34,741.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/22/12	08/24/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--WTF--	:30	6	\$1,000.00	P1	0.00	NM	6	\$6,000.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			6			\$1,000.00		0.00			
E 2	WVBT	08/25/12	08/25/12	Sa 10-1044p Fox News @ 10 Sat	CM	10-1045p	-----S-	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00

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 Product Desc: 8/22-8/28 MITT ROMNEY  
 Estimate: 176

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		2				\$700.00		0.00			
E 3	WVBT	08/26/12	08/26/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$75.00		0.00			
E 4	WVBT	08/26/12	08/26/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		2				\$1,000.00		0.00			
													Totals	11	\$9,475.00